

SHARP

MARKET

Since Sharp Corporation Japan was founded in 1912, the company has paved the way in the industry with original and innovative products.

The consumer electronics industry is always evolving as information technology and network infrastructure progresses. Companies worldwide are constantly competing to capture new markets with superior and economical products. Being an innovator of products and services, Sharp aims to become a company unique at enhancing lifestyles with its forte in electronics technology.

Sharp offers high-tech AV products including AQUOS LCD TVs, Quattron LED TVs, Information Display Panels (IDP), Blu-ray disc players, LCD projectors, DVD players and other home theatre systems. Sharp also offers a wide variety of household items including Health & Environment (HE) products which use Plasmacluster Ion Technology. On the business front, Sharp impresses consumers with various models of multifunction photocopyers (MFP) and Information System Products (ISP). Sharp is also a pioneer in the development of solar energy systems.

ACHIEVEMENTS

In Malaysia, the Plasmacluster Ion Technology won the 'Best Brands in Healthcare' at The Brand Laureate Awards 2010-2011 organised by the Asia Pacific Brand Foundation (APBF) in 2011. The achievement reflects Malaysia's recognition of Sharp's technical and branding supremacy in Malaysia.

Several of Sharp's Plasmacluster air purifier models have attained the Allergy UK's Seal of Approval from the British Allergy Foundation.

For the 12th consecutive year, AQUOS LCD TV remained the top-selling LCD TV in Japan, based on the research conducted by GFK Marketing Services Japan Ltd.



The frequency of the use of Sharp solar panel in various projects in Malaysia is a strong indication of Malaysia's rising appreciation for renewable energy solutions. Sharp solar panels now power rural schools and villages across Sabah and presently, a new office block at KL Sentral in Kuala Lumpur is being equipped with Sharp solar panels. With the installation of Sharp solar panel on the rooftop of this MRCB project, the building will have a chance of achieving a platinum status under the Green Building Index certification.

HISTORY

Sharp was founded in 1912 by Mr. Tokuji Hayakawa, who established a metalworking shop in Tokyo to manufacture snap buckles. Three years later, Mr. Hayakawa invented a mechanical pencil named 'Ever-Ready Sharp Pencil' and it was this invention that inspired the company's brand name.

Sharp became a joint-stock corporation under the name Hayakawa Metal Works Institute Co. in 1935, and it was then that the company began researching

into solar cells. Armed with a measure of new and renewed ideas, Sharp succeeded in mass producing solar cells four years later.

In years to come, Sharp would upgrade its research and development, and eventually produced the world's first innovations in the realm of electronics including the electronic calculator, the solar-powered calculator, the dual-swing door refrigerator and a host of other products.

Headquartered in Osaka, Japan, Sharp has subsidiaries all over the world. In Malaysia, Sharp's subsidiaries include two manufacturing plants, a sales and marketing office, as well as a research and development centre.

PRODUCT

Sharp introduced the AQUOS Quattron LED TV series which featured the four primary colour technology, namely



Red, Green, Blue and Yellow. The additional Yellow improves images 1.8 times more, as compared to those from normal three primary colour LCD models. The Quattron 3D series can reproduce images with a realistic sense of depth as those seen in Full High Definition panels.

Sharp patented its own Plasmacluster Ion Technology (PCI). This health technology is adapted from nature's own air purification process, via the creation of positive and negative ions. PCI suppresses airborne viruses, removes allergens, reduces odours and also regulates moisture to levels ideal for the human skin.

In 2000, PCI was incorporated into Sharp Health & Environment (HE) products such as refrigerators, air conditioners, air purifiers and ion generators. PCI is certified by 13 leading research institutions around the world and 19 other industries in Japan incorporate this technology in their manufacturing processes.

Sharp launched the Information Display Panel which is built on high definition LCD panels. With a bezel thickness of 6.5mm, it provides a dynamic display of large, crisp images. These panels can be joined in vertical or horizontal manners, creating video walls configured to a variety of purposes and settings.

Sharp's solar panels were initially used to power lighthouses in the late 1960s. Since then, Sharp has become a prized leader in the photovoltaic manufacturing industry, offering a portfolio of enhanced solar solutions which includes the use of mono-crystalline, polycrystalline and amorphous silicon.

Sharp offers various models of monochrome and colour digital multifunction photocopyers (MFP). The MFP is a four-in-one machine that functions as a copier, facsimile, scanner and printer. Sharp's MFPs have an optional proprietary security system which provides data encryption and it also automatically erases data left idle on the hard disk.

RECENT DEVELOPMENTS

As a proponent of eco-friendly manufacturing processes, Sharp aims to reduce greenhouse gas emissions from its worldwide business activities. Sharp puts great emphasis on planning and constructing environmentally friendly plants to facilitate its green production. The manufacturing of energy-saving LCD TVs is considered one of the foundations of Sharp's business, and infused into the process is the company's desire to remain an 'environmentally advanced company'. In line with this, Sharp decided to build a new state-of-



the-art LCD panel plant for mass production in Sakai City, Osaka Prefecture, Japan.

Dubbed the Green Front Sakai, this project involved the construction of a sophisticated manufacturing monolith which incorporated an eco-friendly infrastructure and amenities. Green Front Sakai commenced operation in October 2009 and it is the first facility to use a 10th generation mother glass substrate in its production.

In Malaysia, as part of a new business strategy, Sharp embarked on Information Display Panel (IDP) projects by way of installing IDP video walls at major shopping complexes in Kuala Lumpur and Johor Bahru. In doing so, Sharp created a new medium of advertising.

PROMOTION

In Malaysia, Sharp implemented various modes of A&P activities in promoting its main sub-brands, AQUOS and Plasmacluster. These comprise media advertising such as print (newspapers and magazines), electronic (radio and TV), out of home (billboards, light boxes, and trucks) and websites.

On the other hand, media coverage and write-ups supported Sharp's other brand and product promotions. These were done through press conferences and monthly product reviews through some locally known magazines such as Stuff, T3 and HWM. The target audiences are not only skewed towards the typical consumers or AV enthusiasts, but also to higher profile groups such as entrepreneurs and corporate figures.

On the ground, activities such as road shows, canopy sales and in-house dealer promotions were conducted to expose the latest offerings and these activities also allowed consumers to experience the products in real life.

As part of Sharp's global branding strategy, Sharp became the official sponsor for the UEFA EURO 2012.



BRAND VALUES

Globally, Sharp integrates its corporate philosophies into branding strategies. Sharp's distinctive corporate culture concerns the dedication of its unique and innovative technology to the benefit of its consumers.

Sharp's principal ideals of 'Sincerity and Creativity' are indoctrinated into all of its operations worldwide. By committing to such standards, the people at Sharp can derive genuine satisfaction from their work, while making a meaningful contribution to society at large.

Sharp believes that its ongoing prosperity is directly linked to the prosperity of its customers, dealers and shareholders — the entire Sharp family.

www.sharp.com.my

THINGS YOU DIDN'T KNOW ABOUT SHARP

- Founder, Mr. Tokuji Hayakawa, was awarded a patent for the 'Tokubijo' snap buckle. On 15 September 1912, he established a small metalworking shop in Matsui-cho, Honjo, Tokyo. Mr. Hayakawa invented the 'Ever-Sharp' mechanical pencil and it was from this innovative product that the current company name was conceived. Sharp will be celebrating its 100th year anniversary in 2012.
- Sharp is a producer of many 'world's firsts' including the all-transistor desktop calculator, LCD electronic calculator, dual-swing door refrigerator, full-colour desktop facsimile, LCD TV with four primary colours and a host of other innovative products.
- The Green Front Sakai is one of the most sophisticated manufacturing plants constructed in the 21st century. This monolithic structure is equivalent to three KLCC Twin Towers laid horizontally, spire to base.
- The 'Ion Boy' is the mascot for Plasmacluster in Malaysia. It was created in the form of a round yellow creature with wings and antennae. The 'Ion Boy' is a characterisation of the Plasmacluster Ion which is widely featured in Plasmacluster related marketing and advertising paraphernalia in Malaysia.

